

ALL SMOKERS INHALE some of the time

FOUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — this vital difference:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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CALL FOR PHILIP MORRIS
FINER PLEASURE — PLUS REAL PROTECTION!



AMERICA'S FINEST CIGARETTE

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